

## **REMARKS**

This amendment is responsive to the Office Action dated September 26, 2003 pursuant to which the claims of the above captioned application stand rejected under 35 USC 112, second paragraph; 35 USC 102(b); and, 35 USC 103(a).

Per this amendment, claims 1, 4, 5, 10, 23, 15 and 18 have been amended to overcome the 35 USC 112, second paragraph rejection and to more succinctly define applicant's invention. In addition, claim 9 has been canceled. Thus the claims remaining in this case for examination are claims 1-8 and 10-18.

It is respectfully submitted that the amendments to claims 4, 13 and 18 deleting the expression "in the form of" have overcome the 35 USC 112, second paragraph rejection and that this rejection should now be withdrawn.

US Patent Des. 368,488 to Bursaw has been relied upon to support the 35 USC 102(b) rejection of claims 1, 3, 5, 7, 10-12, 14, 15, and 17.

This rejection is respectfully traversed and its reconsideration is respectfully solicited.

The patent to Bursaw discloses a calendar in its fully folded configuration having two longitudinal panels, one panel of which has an artistic rendering thereon of a woman in a swim suit and the other panel of which contains printed matter and graphics thereon (Fig. 1). In another embodiment, the patent to Bursaw discloses a sheet containing a plurality of transverse panels, at least two of which contain successive monthly calendars in a partially opposed configuration (Fig. 2). It appears that the remaining transverse panels would contain successive monthly calendars.

There is no suggestion, much less disclosure, in the Bursaw patent of a calendar and advertising format having a plurality of transversely defined panels on each of its sheets containing printed matter and graphics on *each* of its panels and *only* a monthly calendar on *one* of the panels.

Claims 4, 8, 9, 13 and 18 stand rejected under 35 USC 103(a) again relying upon the patent Bursaw.

It should first be recognized that claim 9 has been canceled so that this rejection should be limited to claims 4, 8, 13 and 18.

Nonetheless, it is respectfully submitted that in view of the foregoing remarks directed to the Bursaw patent, *supra*, the deficiencies noted therein do not pertain and can not support this obviousness rejection of these dependent claims for they carry with them all of the limitations of the independent claims from which they depend; i.e, dependant claim 3 and through it, independent claim 1 for claim dependent 4; independent claim 1 for claim 8; dependant claim 12 and through it independent claim 10 for dependent claim 13; and, dependant claim 17 and through it independent claim for dependant claim 18.

US Patent 4,342,167 to Stamard has been combined with the patent Bursaw, *supra*, to support the 35 USC 103\*a) rejection of claims 2, 11 and 16.

This rejection is also respectfully traversed and its reconsideration is respectfully solicited.

The patent to Stamard is relied upon for its disclosure of using a printable stock having a weight of about 35 lbs.

Despite this apparent disclosure in the patent to Stamard, it is respectfully submitted that the patent to Stamard does not cure any of the deficiencies note above with respect to the Bursaw patent.

Although these dependent claims recite the weight of printable stock that can be used in applicant's claimed calendar and advertising format, it should be noted that these are dependent claims that further limit the independent claims from which they depend.

In view of the present amendment and in light of the foregoing remarks, it is respectfully submitted that the references of record have been clearly distinguished from applicant's claimed invention whether considered singly or in combination and that applicant's claims now define patentable invention. With a finding of allowability of applicant's independent claims, it is further respectfully submitted that applicant's dependent claims should also be found allowable as further define and limit the independent claims from which they depend.

Respectfully submitted,

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